

ABSTRACT OF THE DISCLOSURE**PROMOTING USE OF EXPERTS TO CALLERS WAITING IN A HOLD QUEUE**

5 A method, system, and program for promoting use of experts
to callers waiting within a hold queue are provided. First, use
of experts by callers waiting in a hold queue is promoted by
offering callers an incentive to speak to an expert while waiting
to speak with an official representative. The caller continues
10 to progress in the hold queue while speaking with an expert. In
addition, the caller may receive an additional adjustment in the
hold queue, a financial incentive, and a rewards points
incentive, for interacting with an expert while holding. Second,
use of experts by callers waiting in a hold queue is promoted by
15 authenticating the identity of third party experts, in order to
verify that an expert has the skills needed to help a caller and
to provide the caller with the identity of the expert for
accountability.